

WHAT IS CLAIMED IS:

1. A system for managing at least one SMS message by at least one message receiver, comprising:
 - i. an SMS Center (SMSC) for handling and processing the at least one SMS message for the at least one message receiver;
 - ii. an Auto-Reply Message Server (ARMS) for storing and managing at least one Auto-Reply Message for the message receiver.

2. The system of claim 1, further comprising an SMS Automatic Handling Server (SAHS) for handling at least one message instruction for the message receiver.

3. The system of claim 2, wherein said SAHS is located within said SMSC.

4. The system of claim 1, wherein said ARMS is located within said SMSC.

5. The system of claim 1, wherein said ARMS includes:
 - a mechanism for enabling said at least one message receiver to set up and manage at least one automatic reply message;
 - a database for maintaining said at least one automatic reply message for said at least one message receiver; and
 - a server for serving said at least one automatic reply message to said SMSC.

6. The system of claim 2, wherein said SAHS includes:

- a. a mechanism for enabling said message receiver to set up and manage at least one alternative handling instruction;
- b. at least one database for maintaining said at least one alternative handling instruction for said at least one message receiver; and
- c. a server for serving said at least one alternative handling instruction to said SMSC.

7. A system for managing at least one SMS message by at least one message receiver, comprising:

- i. an SMS Center (SMSC) for handling the at least one SMS message for the at least one message receiver; and
- ii. an SMS Automatic Handling Server (SAHS) for executing at least one message instruction for the at least one message receiver.

8. The system of claim 7, wherein said SMSC includes an Auto-Reply Message Server (ARMS) for storing and managing at least one Auto-Reply Message for the at least one message receiver.

9. A system for managing at least one SMS message by at least one message receiver, comprising:

- i. an SMS Center (SMSC) for handling at least one SMS message for at least one said message receiver; and

ii. a component including an Auto-Reply Message Server (ARMS) for storing and managing at least one Auto-Reply Message for said message receiver, and an SMS Automatic Handling Server (SAHS), for handling at least one message instruction for said message receiver.

10. The system of claim 9, wherein said ARMS and said SAHS are separate entities.

11. A method of automatically replying to SMS messages, comprising:

- i. setting up at least one automated reply message on an Automated Reply Message Server (ARMS);
- ii. querying said ARMS in response to receiving an SMS message, to determine whether there is at least one automated reply message to be executed, by an SMS Center;
- iii. where there is no automated reply message, sending said SMS message to said SMS message's destination, by said SMS center;
- iv. if there is an automated reply message, sending said automated reply message to said SMS center, by said ARMS; and
- v. if there is more than one automated reply message, sending to said ARMS said SMS message, such that said message acts as a key for choosing an appropriate automated reply message, and such that said ARMS returns to said SMS Center said appropriate automated reply message.

12. The method of claim 11, wherein said SMS message received is a "trigger message", enabling triggering off at least one ARM.

13. The method of claim 11, further comprising sending said SMS message together with said at least one automated reply message, to a message sender, by said SMS center.

14. The method of claim 11, wherein said setting up of at least one automated reply message is performed by using a mechanism selected from the group consisting of:

- I. a form on a Web-based interface; and
- II. a SMS message sent to said ARMS from a communications device.

15. A method of managing SMS messages, comprising:

- a. setting up at least one alternative handling instruction on an SMS Automatic Handling Server (SAHS), by at least one message receiver;
- b. sending a message to said message receiver, by a message sender;
- c. querying said SAHS to determine whether there is an alternative handling instruction to be executed for said message, by an SMS Center;
- d. where there is no alternative handling instruction, sending said message to said message receiver, by said SMS center;
- e. if there is at least one alternative handling instruction, serving said one alternative handling instruction to said SMS center; and
- f. executing said appropriate alternative handling instruction, by said SMS center.

16. The method of claim 15, wherein said at least one alternative handling instruction is selected from the group consisting of automatic replying, automatic forwarding, automatic deleting and automatic filtering.

17. The method of claim 15, wherein said setting up one or more automated reply messages is performed by using a mechanism selected from the group consisting of:

One) a form on a Web-based interface; and

Two) at least one SMS message sent to said SAHS from a communications device.

18. The method of claim 15, wherein said at least one alternative handling instruction is configured to be sent to at least one group of message senders.

19. A system for managing at least one SMS message by at least one message receiver, such that the message is delivered to a group of message senders, comprising:

i. an SMS Center (SMSC) for handling the SMS message for the at least one said message receiver; and

ii. a component including an Auto-Reply Message Server (ARMS) for storing and managing at least one Auto-Reply Message for said message receiver, and an SMS Automatic Handling Server (SAHS), for handling at least one message instruction for said message receiver, such that said instruction pertains to at least one group message.